

SADAF ZAHRA

Date of Birth: 12-01-1985

Nationality: Pakistani

Profession: University Research and Teaching Faculty

Email: sadaf.zahra@my.jcu.edu.au/sadaf.zahra@numl.edu.pk

Contact # : 0334-6041073

EDUCATION

PhD (Business, Marketing) 2019-2021

James Cook University, Townsville, Australia

MS (Business Administration) 2012-2015

National University of Modern Language, Multan, Pakistan.

MBA-IT 2003-2006

Bahauddin Zakariya University, Multan, Pakistan.

Teaching and Research Experience

Casual Teaching (2020-2021) James Cook University, Townsville, Australia

- Marking Assignments
- Online Tutorials
- Design questionnaire for data collection about cafe's sustainable services
- Data analysis software application (Statistical package for social sciences-SPSS)
- Marking Papers
- Results preparation on excel sheet

Lecturer, National University of Modern Languages, Multan, Pakistan (2007-Present)

- Prepare lesson plans
- Deliver lecture
- Marking or grading assignments, tests, and exams papers
- Collaborating with other academics and lecturers to improve teaching methods and expand the knowledge base
- Attending and participating in meetings, conferences, and other events in and outside of the institution
- Conducting research, and writing papers, proposals, journal articles, and book chapter

ADDITIONAL ROLES

- Coordinator MSBA Program (March 2016-March 2018)
- Focal Person for Anti-plagiarism Unit, Quality Enhancement Cell, NUML Islamabad (March 2016- March 2018)
- Research supervisor for Master Student

Expertise to conduct Independent Research Projects

Research Software

- SPSS v. 23.0
- AMOS 23.0
- SMARTPLS 3
- Leximancer 4.5
- Endnotes 20

Research skills

- Critical Thinking
- Excellent Communication and interpersonal skills
- Planning and coordination with the team and creating effective liaisons with business organizations for research
- Self-Motivated
- Initiative to win research grants and writing a competitive proposal
- Well organized to meet the deadlines of the projects

TRAINING AND PROFESSIONAL CERTIFICATES

- Use of SPSS in Social Sciences Research-A Practical Approach
- EndNote X7.7 for References Management
- Program for Capacity Building in Structural Equation Modelling (SEM) using AMOS and Smart PLS
- Laximancer

PUBLICATIONS

Journal Articles

1. Zahra, S., McCarthy, B., & Chaiechi, T. (2021). Sustainable meat consumption intentions: conceptualisation, scale development and validation. *British Food Journal*, Vol.124 No. 5, pp 1659-1679. <https://doi.org/10.1108/BFJ-02-2021-0113> (HEC-W)
2. MA Saleem, RA Ali, SNA Shah, S Zahra, MH Hafeez, N Nguyen., (2021). Psychological Drivers of Alternative Fuel Vehicles' Adoption and Ecologically

Responsible Use. Vol. 2021, *Journal of Advanced Transportation*.
<https://doi.org/10.1155/2021/9998056> (HEC-W)

3. Ismail, H., Saleem, M., Zahra, S., Tufail, M. S. & Ali, R. A., (2021). Application of global reporting initiative (GRI) principles for measuring quality of corporate social responsibility (CSR) disclosure: Evidence from Pakistan. *Sustainability*, Vol. 13 No. 20, pp 11409. <https://doi.org/10.3390/su132011409> (HEC-W)
4. Saleem, M. A., Bhutta, Z. M., Nauman, M. & Zahra, S., (2019). Enhancing performance and commitment through leadership and empowerment: An emerging economy perspective. *International Journal of Bank Marketing*, Vol. 37, No. 1, pp. 303-322. (HEC-W)
5. Saleem, M. A., Yaseen, A., and Zahra, S., (2018). Predictors of Organizational Commitment in Public Sector Hospitals of Pakistan - A Moderated Mediation Study. *Journal of Health Management*, Vol. 20 Issue:2, pp 1–20 DOI: 10.1177/0972063418763656 (HEC-Y)
6. Yaseen, A., Saleem, M. A., and Zahra, S., (2018). Precursory effects on entrepreneurial behaviour in the Agri-food industry. *Journal of Entrepreneurship in Emerging Economies*, Vol. 10 Issue: 1, pp.2-22, <https://doi.org/10.1108/JEEE-08-2016-0029>. (HEC-X)
7. Saleem, M. A., Zahra, S., and Wasaya, A. (2017). Determinants of Frozen Food Purchase Intentions: Insights from a Developing Country. *Indian Journal of Marketing*, Vol.47 Issue 7, pp. 47-59, DOI: 10.17010/ijom/2017/v47/i7/116476 (HEC-Y)
8. Saleem, M. A., Zahra, S. and Yaseen, A., (2017). Impact of Service Quality and Trust on Repurchase Intentions: The Case of Pakistani Airline Industry. *Asia Pacific Journal of Marketing and Logistics*, Vol. 29 Issue: 5, pp.1136-1159, <https://doi.org/10.1108/APJML-10-2016-0192> (HEC-W)
9. Saleem, M. A., Zahra, S., Ahmad, R., and Ismail, H., (2016). Predictors of Customer Loyalty in Pakistani Banking Industry, A moderated-mediation study. *International Journal of Bank Marketing*, Vol. 34 Issue: 3, pp.411-430, doi: 10.1108/IJBM-12-2014-0172. (HEC-W)
10. Sajjid, M.T., Hassan, M., Ismail, H. & Zahra, S., (2016). The Impact of Work Social Support on firm innovation capability: The mediating role of Knowledge Sharing

Process & Job Satisfaction & Moderating role of organizational Trust. *Pakistan Journal of Social Sciences*, Vol 36, No.2, pp. 1215-1228. (HEC-Y)

11. Saleem, M. A., Yaseen, A., Saqib, N. and Zahra, S., (2014). Fostering Organizational Learning: Empirical Evidences from Pakistan. *Pakistan Journal of Social Sciences*, 34(2), 795-812. (HEC-Y)

Conference papers:

- a. Zahra S, McCarthy, B and Chaiechi T (2019, 3-6 December) *Does religiosity promote environmental values that underpin sustainable meat consumption? A study in the context of an emerging nation*. In: 33rd ANZAM Conference Cairns, QLD Australia.
- b. Zahra, S., McCarthy, B., & Chaiechi, T. (2021, 2-3 July). *Exploring Sustainable Meat Consumption Intentions in a Pakistani Collectivist Culture: Utilising the Theory of Planned Behaviour*, International Conference on Business, Economics, Management, and Sustainability (BEMAS) Conference: Community Empowerment, sustainable cities, and Transformative Economies, Cairns, QLD, Australia.